

Marketing Committee Meeting
Thursday, June 23, 2022(Original Scheduled Date)
Rescheduled for Thursday July 7, 2022
10:00 AM
Via Teleconference (Zoom)
Sky Valley, GA

MINUTES

THOSE PRESENT: Gordon Brand, Jim Curtis, Jamie Darrah, Ed Steil, Mayor Hollie Steil, Harry Collins, City Manager Streetman, and City Clerk Fleming

Those Absent: Carol Robinson

The original scheduled meeting was postponed due to not having a quorum.

CALL TO ORDER

Gordon Brand, Chairman, called the meeting to order at 10:00 a.m.

Approval of Minutes

May 26, 2022 – Meeting

Jim made a motion to approve the minutes as written, seconded by Jamie, unanimously approved.

Discussion Items:

Marketing Update (Fred Altvater's visit to Sky Valley) – Doug Hollandsworth

Doug stated that Mr. Altvater, owner of Ohio, Michigan, and Indiana Golf Journal along with having a radio podcast, was in Sky Valley on June 20th – 22nd. Jim Curtis gave him a tour of Sky Valley. He obtained a lot of Sky Valley information. This information will be shared in his magazine along with the podcast, and other media people, other companies, other travelers. Doug thanked all that help during his stay: Gordon, Jim, Howard, Bill Thies, Steve Heher, and Chris with the clubhouse staff.

Doug also stated that two other media people are wanting to come up either late summer or fall. Email blasts are going out monthly. Social media blasts starting this month. One of his media partners, [eSouthernGolf](#), is scheduled to do a story on Sky Valley next month. New England Golf has been asked to feature Sky Valley in their August issue under fall trips. He asked Steve Dinberg to take some photos of the new construction happening in Sky Valley. Steve also got some great photos and videos during the July 2nd Independence Celebration.

Website Report – Jason Streetman and Jamie Darrah

Jamie is trying to help fill the open Communications Specialist's position. She also expressed some concerns at having the visitor's site still unfinished and the possibility of taken the website down until it could be completed. There are still "filler" pictures that need to be replaced and bogus restaurants exchanged for legit ones. Jason stated that the Communications Specialist position is being advertised. He requested for specifics on what is lacking on the website to be sent to him and he would forward on to the Lawsons for their help.

Organization/Group Events on Website

Gordon stated that the calendar, on the visitor's website, is not being updated.

Forward Rabun Marketing Board Meeting Report –Jamie Darrah

Jamie stated that the July 4th meeting had been rescheduled for the 11th. Forward Rabun’s flyers and banners were sent out which included the Sky Valley Independence Celebration’s schedule.

Steve Dinberg Photographer Agreement – Gordon Brand

Gordon stated that the City Council had approved the Photography Agreement.

POA Welcome Back Party Photo Review - Independence Day July 2nd, Scheduled Photos, Videos of Pancake Breakfast, Rubber Duck Race, Grand Parade, Hotdog Cookout, Sid Weber Cancer Fund BBQ, Fireworks List of Photos, Videos (that we would like added to the photo library)

Some of the members had trouble opening the link that showcased the photos. Doug had stated that Google had some safeguards in place that would not allow the link to open. He will ask Steve to send out the link to all the members individually. Questions were being asked about sending the photos to an accessible link and have it sorted by date and/or event. Gordon asked the members to let him know of any more activities that need to be photographed.

Time Share Follow-up – Gordon Brand

Gordon stated that he had not heard anything else from Jerry Spurlin. Hollie wanted them to be recognized for their contribution of 500 hotdog, buns, and chips for the Independence Celebration Cookout.

Sky Valley Marketing 2022 Budget– Gordon Brand

Gordon stated that the City Council had approved the 2022 Marketing Budget.

Sky Valley Stickers – Gordon Brand

Requests have been made for more stickers. Gordon asked the committee for their opinion on purchasing more and the consensus was made that it would be a good idea. Gordon had checked on the purchase price and Jamie stated that she would inquire on the possibility of Forward Rabun paying the cost, as it is a marketing tool. Ed made a motion to approve the purchase of 500 oval stickers, seconded by Harry, unanimously approved. Gordon stated that there is \$500 budgeted for a map that TravCom publishes. There are a couple of boxes left so that money could possibly be used to purchase the stickers, if needed. Further inquires will be made concerning this expense.

Other Business

Gordon read some excerpts from a letter that Roberta Walton, representing the County Club, had submitted to him. The letter consisted of a request for the Marketing Committee to contribute f \$1,250 to help with the expenses of the Monday Night Welcome Back Event for the Mid-South Senior Golf Group that annually comes to Sky Valley. The request was due to the inflated expenses and also, bringing this group into Sky Valley is a huge marketing tool. Howard Beckert, Jim Curtis, and Harry Collins shared their opinions on the contribution. As this expense was not in the budget, City Attorney Kidd will be contacted to see if a budget amendment will be needed. Another group that is coming, August 2nd and 3rd, Georgia Golf Super Seniors. These groups are bringing a lot of revenue into the community. The contribution that the Club is asking for helps with the costs of the incentives offered when the different groups book. Doug suggested that these groups be presented with a goodie bag containing flyers, stickers, something from the POA, and something from the Club.

Harry made a motion to contribute to the Club, \$750 for the Mid-South, \$500 to the Super Seniors’s Tournament, seconded by Ed, unanimously approved.

Next Meeting Date – Thursday July 28, 2022

The proposed next meeting date was changed and approved for August 25th at 10:00 a.m.

ADJOURNMENT

The meeting adjourned at 11:40 a.m.

Respectfully submitted,



Karen Fleming, City Clerk